



# MEETINGS AFRICA

Apply as a hosted buyer, or come of your own accord – and enjoy the hospitality that South Africa has to offer!

**The popularity of South Africa as a meeting and conference destination continues to grow. Every year, the country hosts approximately 860 international conference events. The Meetings Africa trade show might very well convince you to hold yours there too!**

The Republic of South Africa is doing very well in business tourism in general. In 2006, some 90,000 business tourists visited the country, and that number grew to 652,000 (a 7.2% increase) in 2007. This business segment of travellers comprised 6 - 7% of all foreign tourists that came to the country in 2007. Truly prestigious events that South Africa has been honoured to host include the UN World Summit on Sustainable Development in 2002 and the World Economic Forum in 2007. Today, South Africa hosts some 23% of all meetings on the African continent, and Cape Town is recognised as Africa's most popular meeting destination.

### Improving infrastructure

The South African Minister of Tourism and Environmental affairs, Mr. Marthinus van Schalkwyk, says the industry will keep on growing. An important event that should contribute to this growth is the 2010 FIFA Soccer World Cup.

South Africa is likely to stay highly competitive as it continuously improves its infrastructure. Major highways are being improved, and

new airports are being built and some old ones expanded and renovated. The country is also very accessible – Air France started additional flights recently: there are now 28 flights between Johannesburg, Amsterdam and Paris every week.

### Get to know South African suppliers

You can become familiar with South Africa's offering quickly and efficiently at the Meetings Africa meeting and congress Exhibition. The continent's top business tourism Business Trade Fair, Meetings Africa, showcases Conference and Event venues, Incentive travel destinations, and various industry support services. In brief, it's a one-stop shop for an association conference planner. In addition, the exhibition is attended by carefully selected international buyers of business tourism products and services. And the wide range of pre- and post-tours will give you a taste of African flair as well.

The following pages will introduce you to three prominent South African congress centres. You can meet their representatives – and a large number of suppliers – at Meetings Africa. See what they can offer your congress!

## VISIT MEETINGS AFRICA AS A HOSTED BUYER 25 - 27 February 2009

**Venue:** Sandton Convention Centre, Johannesburg, South Africa

You can also attend Meetings Africa as a Hosted Buyer. Qualified Buyers will be selected on a 'first come, first served' basis. Please apply via e-mail – with the subject 'Hosted Buyer request' – before 7 November 2008. Include your first and last names, company name, your position, phone number, e-mail address, website address, and any additional information regarding your sector and interest that you may wish to add to support your application.

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**MEETINGS AFRICA**  
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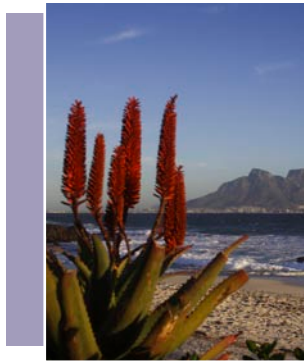




# CAPE TOWN

## Cape Town International Convention Centre

Once again, Cape Town and the Cape Town International Convention Centre have won a bid for a major conference that many will envy. The 35<sup>th</sup> International Geological Congress (IGC) will be held there in August 2016. This major meeting (which takes place once every four years) draws over 6,000 delegates, including earth scientists from all over the world.



### SPECIAL ATTRACTIONS OF THE REGION: THE WESTERN CAPE

The Western Cape is one of South Africa's premiere tourist attractions, and for good reason. It is home to the famous Table Mountain, renowned wine regions, magnificent beaches, world-class restaurants and cosmopolitan entertainment haunts.

Referring to the winning bid, the chairperson of the Council for Geosciences of South Africa, Professor Phuti Ngoepe, highlighted the importance of such an event, not only for South Africa, but for the entire southern African region and the continent as a whole.

### Fifth birthday, and already grown up

That's simply the latest of so many feathers that the Cape Town International Convention Centre (CTICC) can stick in its cap. It's still a very young venue, having recently celebrated its 5th birthday with 10,000 revellers dancing the night away at an event that could hold its own with the best. But its youth notwithstanding, in the space of a just few short years, the Centre has put the City of Cape Town at the top of convention planners' lists when they consider sending delegates to Africa.

Dirk Elzinga, CTICC's Managing Director, said that the prestigious international events the Centre attracts are an accolade to its world-class facilities.

"As a relatively young kid on the convention circuit, we are geared to the needs of today's international conference planners, in both our facilities and services. Word gets around quickly in this industry if a venue is not up to scratch in any way. It doesn't matter how beautiful Cape Town may be as a destination if the delegates have a bad experience when under our roof."

CTICC's success and steady growth over the past five years stem from its ability to turn events into unforgettable experiences. A key factor has proven to be its outstanding catering abilities – as much as 45% of the Centre's income is due to the efforts of its food and beverage department. The Centre recently received HACCP accreditation.

### Not resting on its laurels

CTICC lives up to its motto: "If you can imagine it, we can host it". When a conference organiser demands edible gold leaf on desserts to be served to the world's leaders, CTICC chefs come up with it. When an organiser requests catering for 50,000 people over four days, no problem. In addition, the Centre is always looking for ways to expand its capacity. After opening its Hall 4B in 2007, the Exhibition space increased to its current 11,200 m<sup>2</sup>. And more plans for expansion are on the drawing board.

## INFO

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## SPECIAL FEATURES OF THE REGION: KWAZULU-NATAL

Washed by the warm waters of the Indian Ocean, KwaZulu-Natal – with its subtropical coastline, sweeping savannah to the east, and magnificent Drakensberg mountain range to the west – generously caters for just about every experience imaginable.

# DURBAN International Convention Centre

**Recently, the Durban ICC was crowned with a distinguished award – for the seventh time! At the World Travel Awards – known as ‘the Oscars of the tourism industry’ – Durban ICC was voted ‘Africa’s Leading Conference Centre’. So, when you travel to South Africa, you simply cannot let the Durban ICC go by.**

An elated Mr. Miller Matola, Durban ICC’s CEO, commented: “Winning this award seven times endorses the ICC’s world-class facilities and service. Much of our attention had to be focused on the opening of our 460 million rand indoor Arena.” In addition, the International Association of Congress Centres (AIPC) has listed Durban ICC as one of the Top 10 convention centres in the world. The AIPC Apex Award is the ultimate form of recognition amongst convention centres, with awards being made following evaluation by the centres’ clientele.

### Durban’s new flagship venue

Although the Durban ICC has recently hosted the FIFA Preliminary Draw as well as acclaimed international artists, the eye-catcher is still the state-of-the-art indoor Arena. It heralds a new era for the ICC and the city of Durban. Located on the ICC’s south side, the Arena – which integrates the adjacent Durban Exhibition Centre (DEC) and Hilton Hotel – has not compromised the Centre’s unique ability to turn the entire area into a fully secure ‘island site’, which is vital for governmental meetings and other large events.

Recent conferences, such as the International Sociological Congress 2006 and the International Federation of Fertility Societies Conference 2007, have again shown that Durban ICC is one of the most advanced conference facilities in the world. This purpose-built, fully air-conditioned Centre, with three interlinked but separate convention halls, has a hidden flexibility. Moveable walls enable a number of different venue configurations. Alternatively, the halls can be opened up to form one large venue, with seating for 5000 delegates or 7000 m<sup>2</sup> of column-free floor space.

### Double capacity

Together with its sister venue, the Durban Exhibition Centre, the ICC can double its capacity to accommodate 10,000 conference delegates. The two centres can function independently or as halves of a whole. This is achieved by closing Walnut Road, a brick-paved concourse between the centres, to provide easy access for delegates.

Situated directly opposite the Durban ICC, the DEC is a world-class multi-purpose exhibition, function and conference centre.

The DEC’s venues are designed to provide maximum comfort and flexibility. Two large halls offer a combined space of 9,600m<sup>2</sup>, while several smaller halls, luxury suites and catering facilities are also available. The DEC also offers 20,000m<sup>2</sup> of plazas and gardens that are suitable for outdoor events and conference parking.

## CONTACT

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# JOHANNESBURG

## Sandton Convention Centre

**The Sandton Convention Centre (SCC) is really one of a kind – no other congress centre is so much a part of the bustling life of its city. The SCC is located in the heart of Sandton’s hotel, business and entertainment district and is adjacent to some of the country’s premium shopping and entertainment complexes.**

So, it’s no wonder that exhibitions are an integral part of the annual business turnover that the SCC generates. The Centre offers exhibitors one of the highest visitor attendance ‘draw factors’ in the country. And being named EXSA’s Best Exhibition Venue for three years running testifies to the superb facilities that the SCC has to offer.

### **Remarkable growth figures**

Executive Director Mr. Mati Nyazema says: “The exhibitions industry in South Africa is enjoying renewed growth – and this is evident from our figures over the past few years. From 2007 to 2008, the SCC experienced a 27% increase in exhibitions held[correct?]; and the number of exhibitions staged here since 2003 has doubled, which is a remarkable figure.

New players in the market are identifying niche markets with growth opportunities, which is a positive sign. The numbers of international exhibitors coming to South Africa and international visitors attending local shows are also on the rise, which might be due to the 2010 FIFA Soccer World Cup. Another trend is the staging of exhibitions alongside major conferences like INSITE, IASP, Scrapbooking and Craftex.”

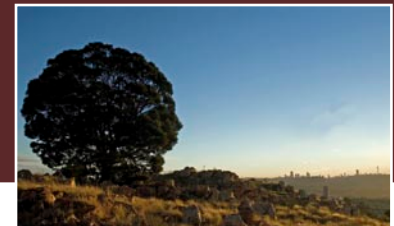
### **Unlimited potential**

The SCC offers easy access to over 5,000 hotel rooms (ranging from economy to deluxe), and the Centre offers unlimited potential with over 22,000m<sup>2</sup> of state-of-the-art meeting, exhibition and special event space. Purpose-built to international standards, with some of the most advanced technology available for convention and exhibition centres anywhere in the world, the Centre is able to host meetings, conferences, exhibitions and special events of virtually any size and nature. Multiple events can be staged simultaneously on four main levels, and 10,000 visitors can be accommodated at any one time. A team of highly-trained staff provides support services.

With the world increasingly focusing on environmental issues – such as global warming, carbon emissions, waste management and energy efficiency – it is comforting to know that the SCC has been flying the ‘green’ flag high and proud since its doors opened in 2000. It was awarded Gold Classification status in the Heritage Environmental Rating Programme in 2002. Thanks to its commitment to reduce its impact on its environment and surrounding community, the SCC has managed to retain this prestigious status and was rewarded for its efforts with another Green award in 2007.

### **SPECIAL ATTRACTIONS OF THE REGION: GAUTENG**

Gauteng – where a nation’s creative spirit converges in a dense, cultural heartland – is a cosmopolitan, multi-cultural mix of people from all over the world and all walks of life. The intersection of African and global trade, it incorporates Johannesburg, Pretoria and Soweto.



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